



HUNTSVILLE INTERNATIONAL AIRPORT  
INTERNATIONAL INTERMODAL CENTER  
JETPLEX INDUSTRIAL PARK

## NAITA 2011 Annual Meeting

### Cross Cultural Communications & International Protocol: Dealing Effectively in the Global Marketplace *Contrasting American Cultural Components*

Thursday • February 3, 2011 • 11:30 a.m. – Registration • 12:00 p.m. Lunch & Program  
at The Westin Bridge Street • 6800 Governors West • Huntsville, AL 35806

**Cross Cultural Communications & International Protocol: Dealing Effectively in the Global Marketplace**, a new NAITA signature event, will kick off Thursday, February 3, 2011, with the NAITA Annual Luncheon Meeting followed by a ½ day Cross Cultural Communications seminar on Friday morning, February 4. In the global marketplace, knowledge and awareness of cultural variances can mean power, but cultural knowledge can also mean survival! This program will provide participants with a broad world overview on international business communication essentials and cultural behaviors and values. Success in the global marketplace begins with an understanding of international business practices, etiquette, and cultural cues.

**Dr. Thomas Connell, aka Dr. Culture**, will initiate this series with a keynote address - *Contrasting American Cultural Components* - highlighting why we are the way we are, why they are the way they are, and why this is important to understand in the international arena. He will then lead an in-depth but broad overview of key cross cultural communications competencies for the seminar on Friday, February 4 – *Achieving Cultural Competency: Getting From Here to There*.

Dr. Connell is President of Interlink Consulting Services (ICS) – a company of over 350 subject matter experts specializing in Cross Cultural Communication Business Strategies, Regional Orientation, Terrorism Awareness, and Personal Security-Travel Safety training. He is a world-class speaker, trainer, author, international troubleshooter, and recognized authority on Cross Cultural Communication differences, Travel Security, and International Business Travel.

Your participation is essential as we plan for the future success of your firm, NAITA, and our region's global competitiveness. *The meeting will be held in the Westin's Mediterranean Ballroom.*

### NAITA 2011 Annual Meeting RESERVATION FORM

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_ email \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Annual Meeting Only:	_____ \$35 NAITA Member/USG	_____ \$50 Potential Member
Reserved Tables:	_____ \$545 Corporate Member Table	_____ \$595 Non-Member Table
Seminar Registration Only:	_____ \$75 NAITA Member/USG	_____ \$100 Potential Member
SAVE-Annual Mtg. AND Seminar:	_____ \$95 NAITA Member/USG	_____ \$135 Potential Member

**Payment must be made in advance.** (Credit cards accepted at [www.naita.org](http://www.naita.org) but not at the event.)

\_\_\_\_ Paid Online OR \_\_\_\_ Payment Enclosed \$ \_\_\_\_\_ Amount (Return form with check made payable to:  
NAITA • P.O. Box 2457 • Huntsville, AL 35804 • Fax info to: 256.532.3704 or email: [rsvp@naita.org](mailto:rsvp@naita.org).)

Reservations and cancellations must be received by January 25, 2011. If you are unable to attend, a substitute may be sent.  
**Questions? Contact NAITA at 256.532.3505 or [naita@naita.org](mailto:naita@naita.org).**